

Newsletter Distribution Preference Survey Results

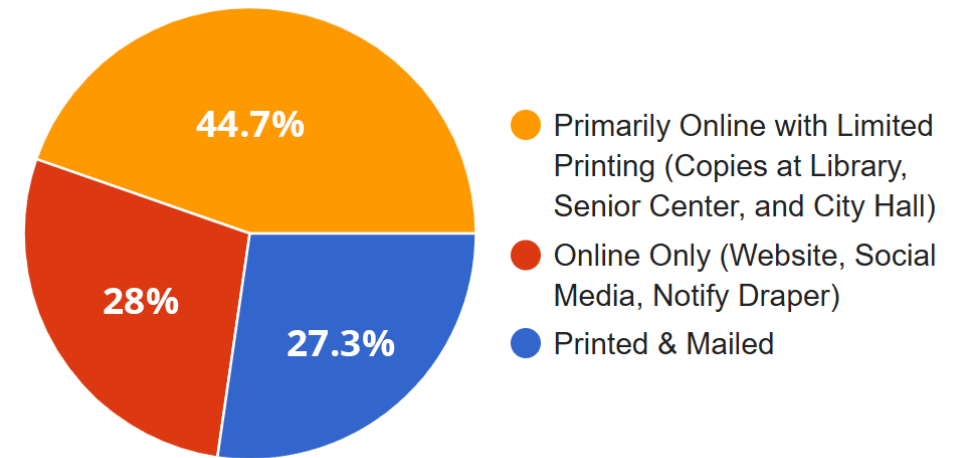
Alex Getts

City Council Meeting
December 16, 2025



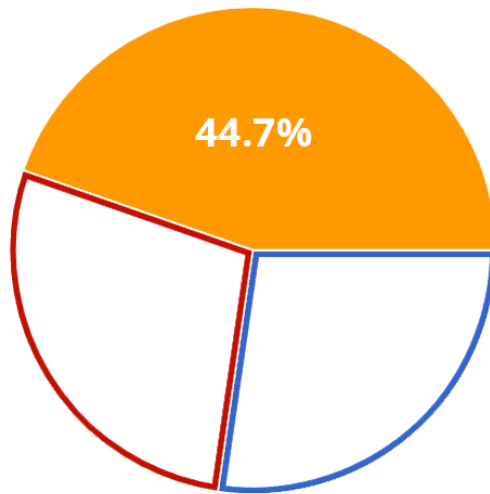
Results Overview

- Production costs rose 68.6% between 2021 – 2025 (current cost: \$55,000)
- Surveyed the community for newsletter delivery preferences
 - 536 responses received, surpassing 382 required for a viable sample size



- 72.7% of respondents favor digital distribution

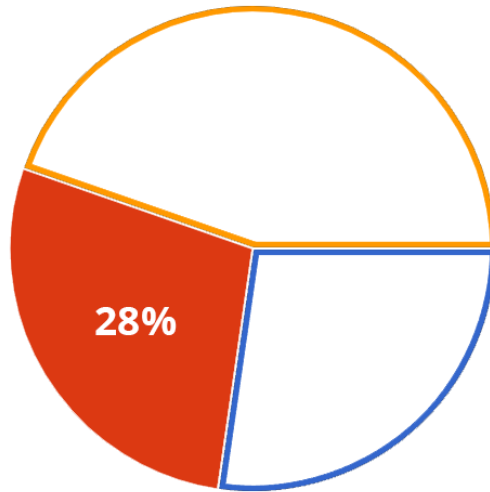
Hybrid Distribution



Balances cost savings with accessibility needs

- Most popular option
- Additionally supported by Online Only respondents
- Meals on Wheels delivery arrangement secured
- A 500 copy print run would cost \$893/issue, or \$5,358/annually
- Respondents acknowledged digital distribution reduces waste and environmental impact
 - Respondents acknowledged that hybrid distribution ensures print copies remain available for those who need/prefer them

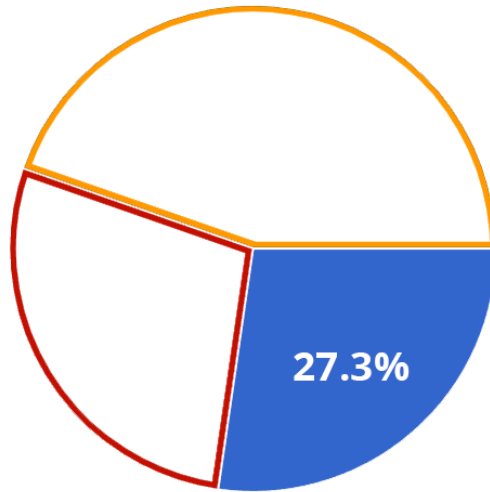
Online Only Distribution



Aligns with
growing digital
consumption
habits

- Respondents expressed comfort accessing information digitally
- Respondents focused on cost savings, environmental benefits, and reallocating funds
- Acknowledged content can be accessed anywhere, anytime
- Acknowledged limited printing as a reasonable accommodation

Printed & Mailed Distribution



Ensures universal
access regardless
of technical
ability

- Respondents expressed strong preference for physical reading
- Acknowledged forgetting or accessing digitally available materials
- Preferred printed versions as a sense of community connection
- Represents the highest distribution cost to taxpayers

Staff Recommendation

- Increased production costs (\$21,678 or 68.6% between 2021 – 2025) are excessive with cost effective options available
- Recommend switching to the hybrid model and increasing pickup locations throughout the city
- Opt-in mail system currently isn't feasible
- Provides options for stronger, more interactive storytelling and information distribution
- Supported by over 70% of the community

Questions or Comments?

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